

## ORDER



**Orders**  
**Order / Rev:** 726699  
**Alt Order #:** 06403082  
**Product Desc:** OBAMA SCHED A  
**Estimate:** 1537  
**Flight Dates:** 11/04/12 - 11/05/12  
**Original Date / Rev:** 11/02/12 / 11/02/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential, Political, PL-Federal  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	5	\$47,000.00	\$39,950.00
11/05/12	11/11/12	2	\$28,000.00	\$23,800.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	7	\$75,000.00	\$63,750.00	0.00
<b>Totals</b>	<b>7</b>	<b>\$75,000.00</b>	<b>\$63,750.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	11/04/12	11/04/12	McLaughlin Group The McLaughlin Group	CM	Su 630-7a	-----S	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		2		\$1,500.00		0.00					
2	WUSA	11/04/12	11/04/12	Face the Nation Face the Nation	CM	1030-11a (10:30 AM-11:30 AM)	-----S	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1		\$18,000.00		0.00					
3	WUSA	11/04/12	11/04/12	WUSA Bloomberg Gov WUSA Bloomberg Gov	CM	Sun 1130a-12p	-----S	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1		\$6,000.00		0.00					
4	WUSA	11/04/12	11/04/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1		\$20,000.00		0.00					
E 5	WUSA	11/05/12	11/05/12	Mon Prime A Met Mother	CM	8-9P (7:58 PM-8:30 PM)	M-----	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	M-----		1		\$14,000.00		0.00					
6	WUSA	11/05/12	11/05/12	Mon Prime A Partners	CM	830-9p (8:30 PM-9:00 PM)	M-----	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	M-----		1		\$14,000.00		0.00					

